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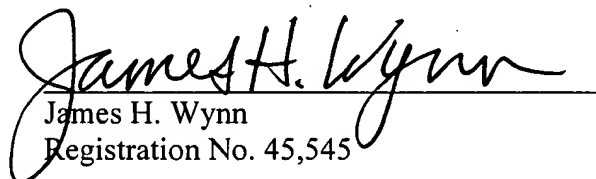
**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicant(s): LARRY WOLF, et al.)  
Application No.: 09/781/788 )  
Filing Date: February 12, 2001 )  
Title: Advertising Method and System )  
Group Art Unit: 3622 )  
Examiner: Jean D. Javier )  
Docket No. 1000172-0003 )

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August 22, 2005

  
James H. Wynn  
Registration No. 45,545

**RESPONSE TO NOTICE OF NON-RESPONSIVE AMENDMENT**

Hon. Director of the United States  
Patent and Trademark Office  
Attention: Assistant Commissioner for Patents  
P. O. Box 1450  
Alexandria, VA 22313-1450

Honorable Sir:

Applicants file their response to the Notice of Non-Responsive Amendment dated July 27, 2005.

Please consider the above-identified patent application in view of the following response and remarks.